REFERENCES / BIBLIOGRAPHY

1. Abimnwi N. P. & Njuguna R. K., (2015) An Analysis Of In Store Environment Ambience Factor Influence On Consumer Behaviour, International Journal of Sales, Retailing and Marketing, 4(6), 31
2. Arentze, T. A., & Timmermans, H. J. P. (2005). An analysis of context and constraints-dependent shopping behaviour using qualitative decision principles. Urban Studies, 42(3), 435.
3. Aschemann-Witzel, J., & Niebuhr Aagaard, E. M. (2014). Elaborating on the attitude–behaviour gap regarding organic products: young Danish consumers and in-store food choice. International Journal of Consumer Studies, 38(5), 550-558.
4. Aslihan Nasir, V., & Karakaya, F. (2014). Consumer segments in organic foods market. Journal of Consumer Marketing, 31(4), 263.
5. Bawa, K., & Ghosh, A. (1999). A model of household grocery shopping behavior. Marketing letters, 10(2), 149-160.
6. Chakrabarti, S. (2010). Factors influencing organic food purchase in India-expert survey insights. British Food Journal, 112(8), 902.
7. Chen, J., Lobo, A., & Rajendran, N. (2014). Drivers of organic food purchase intentions in mainland China–evaluating potential customers' attitudes, demographics and segmentation. International Journal of Consumer Studies, 38(4), 346.
8. Chirputkar, A., Sood, A., Mohanty, N., Batra, K., Sanil, R., & Doshi, R. (2016). Analysis of Business Model of Hyper-Local Start-ups. The International Journal of Business & Management, 4(2), 329.
9. DAĞLI, O. (2014). Consumer Attributes and Store Perceptions: An Integrated Study of Grocery Shopping Behavior in North Cyprus. International Journal of Economic Perspectives, 8(1). 50
10. de Magistris, T., & Gracia, A. (2008). The decision to buy organic food products in Southern Italy. British Food Journal, 110(9), 929.
11. Ergönül, B., & Ergönül, P. G. (2015). Consumer motivation for organic food consumption. Emirates Journal of Food and Agriculture, 27(5), 416.
12. Gomathi M., & Kalyani S. (2013). Awareness and individual differences on organic food products in erode district, Tamilnadu, International Journal of Research in Commerce, It & Management, 3 (8), 48.
13. Gottschalk, I., & Leistner, T. (2013). Consumer reactions to the availability of organic food in discount supermarkets. International Journal of Consumer Studies, 37(2), 136-142.
14. Hamzaoui Essoussi, L., & Zahaf, M. (2008). Decision making process of community organic food consumers: an exploratory study. Journal of Consumer Marketing, 25(2), 95.
15. Hansen, T. (2008). Consumer values, the theory of planned behaviour and online grocery shopping. International Journal of Consumer Studies, 32(2), 128-137.
16. http://theorganicsinstitute.com/organic/history-of-the-organic-movement/ extracts from the book "Go Natural" by Dr. Esther Lok, ASIN: B007N3QGDW, Port Campbell Press (20 March 2012) accessed on 14th April 2016

17. http://www.techsciresearch.com/news/118-organic-food-market-in-india-set-for-incessant-growth.html, Press Release 13th August 2015 accessed on 16th April 2016
18. http://indiainbusiness.nic.in/newdesign/index.php?param=economy_landing/213/2, accessed on April 22nd 2016
19. http://statisticstimes.com/economy/sectorwise-gdp-contribution-of-india.php, accessed on April 22nd 2016
20. http://www.organic-world.net/yearbook/yearbook-2016.html, accessed on April 23rd 2016
21. http://www.euromonitor.com/grocery-retailers-in-india/report, accessed on April 23rd 2016
22. http://apeda.gov.in/apedawebsite/organic/index.html, accessed on 28th March 2016
23. India Online Grocery Market Outlook to 2019 - High Growth Prospects due to Increasing Internet Coverage and Smart Cities Emergence – ResearchandMarket Brochure content Page no. 1 http://www.researchandmarkets.com/reports/3274489/
24. Khanna, P., & Sampat, B. (2015). Factors Influencing Online Shopping During Diwali Festival 2014: Case Study of Flipkart and Amazon. In. Journal of International Technology and Information Management, 24(2), 5.
25. Kumar A,H.H., John S.F., & Senith S. (2014) A Study on factors influencing consumer buying behavior in cosmetic Products, International Journal of Scientific and Research Publications, 4(9), 1.
26. Masoom, M. R., Pasha, S. H. A., & Asif-Ur-RAHMAN, S. M. (2015). Factors affecting the consumer purchasing decisions of perishable foods: Exploring the attitudes and the preferences. Management Dynamics in the Knowledge Economy, 3(3), 509.
27. Mittal, K. C., Prashar, A., & Mittal, E. (2011). A study on impact of demographics on buying behavior of food and grocery consumers in Punjab. Journal of Business & Retail Management Research, 5(2).
28. Muhammad, S., Fathelrahman, E., & Ullah, R. U. (2015). Factors Affecting Consumers' Willingness to Pay for Certified Organic Food Products in United Arab Emirates. Journal of Food Distribution Research, 46(1), 37.
29. MUNTEANU, A. R. Reviewing The Performance Of Organic E-Shops In Romania. International Management Conference "Management and Innovation For Competitive Advantage, 999
30. Narine, L. K., Ganpat, W., & Seepersad, G. (2015). Demand for organic produce: Trinidadian consumers' willingness to pay for organic tomatoes. Journal of Agribusiness in Developing and Emerging Economies, 5(1), 76-91.
31. Nasir, V. A., & Karakaya, F. (2014). Underlying motivations of organic food purchase intentions. Agribusiness, 30(3), 290.
32. Netravathi Vasudevaraju, S., & Padashetty, S. (2013). Global Trends And Buying Behaviour Of Organic Food Products. International Journal of Retailing & Rural Business Perspectives, 2(2), 440.
33. Netravathi Vasudevaraju, S., & Padashetty, S. (2013). ORGANIC FOOD PRODUCTS: A CONCEPTUAL OVERVIEW. International Journal of Retailing & Rural Business Perspectives, 2(2), 462.
34. Organic Food Market In India Case In Point: Organic Fruits & Dairy Products, technopak 2011 – 2012, Page no. 2 & 6

35. Paul, J., & Rana, J. (2012). Consumer behavior and purchase intention for organic food. Journal of consumer Marketing, 29(6), 412
36. Petrescu, D. C., & Petrescu-Mag, R. M. (2015). Organic Food Perception: Fad, or Healthy and Environmentally Friendly? A Case on Romanian Consumers. Sustainability, 7(9), 12017.
37. Putrevu, S., & Ratchford, B. T. (1998). A model of search behavior with an application to grocery shopping. Journal of Retailing, 73(4), 463-486.
38. Raman, P. (2014). Factors Influencing Women Consumers' Buying Behavior Towards Online Shopping In India. Journal of Contemporary Management Research, 8(2), 23.
39. Rani, P. (2014). Factors influencing consumer behaviour. International Journal of Current Research and Academic Review, 2(9), 52-61.
40. Sam, C. Y., & Sharma, C. (2015). An Exploration into the Factors Driving Consumers in Singapore towards or away from the Adoption of Online Shopping. Global Business & Management Research, 7(1).
41. Stávková, J., Stejskal, L., & Toufarová, Z. (2008). Factors influencing consumer behaviour. ZEMEDELSKA EKONOMIKA-PRAHA-, 54(6), 276.
42. Thomas, K. J., Thomas, E. K., & Joseph, K. J. (2009). Willingness to Pay Premium for Organic Products: A Case Study in Kerala. ICFAI Journal of Environmental Economics, 7(1). 29
43. T. Y Ebenezer Paul Rajan., A . Varadaraj, Mathi K.Malar (2016) A Study On The Relationship Among Trust, Satisfaction And Repurchase Intention Towards E-Shopping, International Journal of Management, IT and Engineering, 6(2), 27
44. Van Doorn, J., & Verhoef, P. C. (2015). Drivers of and barriers to organic purchase behavior. Journal of Retailing, 91(3), 436.
45. Yim, M. Y. C., Yoo, S. C., Sauer, P. L., & Seo, J. H. (2014). Hedonic shopping motivation and co-shopper influence on utilitarian grocery shopping in superstores. Journal of the Academy of Marketing Science, 42(5), 528-544.
46. Yoon, C., Gonzalez, R., Bechara, A., Berns, G. S., Dagher, A. A., Dubé, L., & Smidts, A. (2012). Decision neuroscience and consumer decision making. Marketing Letters, 23(2), 473-485.